MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019 / 2020

PBU0045 – INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

29 FEBRUARY 2020
2.30p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO (2) pages** excluding the cover page.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

a. List the **SIX (6)** dimensions of external business environment. (6 marks)

b. State and briefly explain the **THREE (3)** types of economic systems. (9 marks)

c. List **FIVE (5)** major corporate stakeholders of a business organisation. (5 marks)

QUESTION 2 [20 Marks]

a. Darren has been instructed by his boss to come up with a survey to determine the factors that would most likely influence their customers' decisions in purchasing the company's product and services. Briefly state and explain the **FOUR (4)** categories of consumer behavior influencing factors that Darren would most likely include in the survey. (12 marks)

b. The sales team of Zesto Ptd. Ltd. is about to introduce their new product to the market. Before doing so, they have to come up with some pricing tactics. Briefly state and explain the **FOUR (4)** pricing tactic options available for the sales team. (8 marks)

QUESTION 3 [20 Marks]

a. As one of the most successful property developers in the country, IP Land has to be able to manage the risks that come along with the business. State and explain **TWO (2)** ways IP Land can manage their risks. (6 marks)

b. Mr. Amir is not confident with the safety of his deposit in the bank. As a bank officer, explain to Mr. Amir the role of the Federal Deposit Insurance Corporation in gaining depositors' confidence. (6 marks)

c. Explain the difference between debt financing and equity financing. Provide an example for each type of financing. (8 marks)

QUESTION 4 [20 Marks]

a. State and explain the **FOUR (4)** process of management. (12 marks)

b. Briefly explain the difference between transformational leadership and transactional leadership. (4 marks)

c. In the event of a strike, what **TWO (2)** actions that can be taken by the management team? Explain. (4 marks)

Continued...

QUESTION 5 [20 Marks]

a. State and explain the **FIVE (5)** dimensions of emotional intelligence. (15 marks)

b. List **FIVE (5)** strategies that can be implemented to enhance employee motivation. (5 marks)

End of Paper.